

ABSTRACT OF THE DISCLOSURE

**PLATFORM INDEPENDENT BUSINESS TO BUSINESS
PUBLISH/SUBSCRIBE MESSAGING SYSTEM**

5

A method, system and apparatus for dynamically multicasting a message from a first e-business entity to selected ones of a plurality of e-business entities included in a distributed computing environment is described. The system includes a registry service coupled to the plurality of e-business entities each of which subscribes to a chosen service interface included in the registry service. In the described embodiment, the subscribing is accomplished by providing information specific to each of those of the plurality of e-business entities that are subscribing to the service interface. Coupled to, or included in, the registry service is a broker that is configured to allow parties to publish and/or subscribe to specific service interfaces in the registry service. In the described embodiment, the registry service includes a list of subscribing e-business entities and associated subscribing e-business information such that when the message is published to the broker by the first e-business entity, the broker looks up the subscriber(s) to the specified service interface(s) within the registry service and then publishes the message to a service interface implemented within each of the subscribing systems.

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